

We claim:

1. A selectively releasable, interengaging fastening system comprising:
 a first fastener component comprising at least a first portion of an article, the first
 fastener component including an engagement section having a plurality of
 substantially non-isotropic engagement members such that the
 engagement section has an axis of substantially maximal engagement; and
 a cooperating fastener component comprising at least a second portion of an
 article such that the first and second portions of the article are capable of
 being joined by movement of the respective components together
 generally along an attachment direction into an overlapping and
 interengaging configuration;

wherein the first fastener component is oriented so its axis of substantially maximal
 engagement is generally orthogonal to the attachment direction.

2. The fastening system of claim 1, wherein each substantially non-isotropic
 engagement member has a stem portion with a distal end region and a securement
 element disposed at the distal end region of its corresponding stem portion.

3. The fastening system of claim 1, wherein the engagement section has an
 axis of maximal engagement and a generally perpendicular axis of minimal engagement.

4. The fastening system of claim 1, wherein the cooperating fastener
 component is substantially non-isotropic and includes an axis of substantially maximal
 engagement.

5. The fastening system of claim 4, wherein the axis of substantially maximal
 engagement of the substantially non-isotropic engagement section and the axis of
 substantially maximal engagement of the substantially non-isotropic cooperating fastener
 component are both substantially parallel and each is oriented generally orthogonal to the
 attachment direction.

6. The fastening system of claim 1, wherein at least one of the first portion
 and the second portion of the article comprises a segment having a fixed end attached to
 an article body and a free end.

7. The fastening system of claim 1, wherein the cooperating fastener
 component is a nonwoven loop material.

8. The fastening system of claim 7, wherein the nonwoven loop material is a

pattern unbonded material.

9. The fastening system of claim 1, wherein the fastening system can be used to secure the article in a configuration convenient for disposal.

10. An article, having a lengthwise longitudinal direction, a lateral cross-
 5 direction, and a longitudinally extending medial line, said article comprising:
 a first article portion; a second article portion; and at least one selectively releasable,
 interengaging fastener system for securing the first article portion to the second article
 portion;
 the selectively releasable, interengaging fastener system including:

10 at least one first fastener component comprising at least one section of the first
 article portion, the first fastener component including an engagement
 section having a plurality of substantially non-isotropic engagement
 members such that the engagement section has an axis of substantially
 maximal engagement;

15 at least one cooperating fastener component comprising at least one section of the
 second article portion such that the first and second article portions are
 capable of being joined by movement of the respective components
 together generally along an attachment direction into an overlapping and
 interengaging configuration,

20 wherein the first fastener component is oriented so its axis of substantially maximal
 engagement is generally orthogonal to the attachment direction.

11. The article of claim 10, wherein each substantially non-isotropic
 engagement member has a stem portion with a distal end region and a securement
 element disposed at the distal end region of its corresponding stem portion.

25 12. The article of claim 10, wherein the engagement section has an axis of
 maximal engagement and a generally perpendicular axis of minimal engagement.

13. The article of claim 10, wherein the cooperating fastener component is
 substantially non-isotropic and includes an axis of substantially maximal engagement.

14. The article of claim 13, wherein the axis of substantially maximal
 30 engagement of the substantially non-isotropic engagement section and the axis of
 substantially maximal engagement of the substantially non-isotropic cooperating fastener
 component are both substantially parallel and each is oriented generally orthogonal to the
 attachment direction.

15. The article of claim 10, wherein at least one of the first article portion and

the second article portion comprises a segment having a free end and a fixed end attached to an article body.

16. The article of claim 10, wherein the cooperating fastener component is a nonwoven loop material.

17. The article of claim 16, wherein the nonwoven loop material is a pattern unbonded material.

18. The article of claim 10, wherein the first article portion provides a first waistband portion; said second article portion provides a second waistband portion; the article has an intermediate portion which interconnects said first and second waistband portions; and wherein the article further comprises:

a backsheet layer;

a substantially liquid-permeable topsheet layer; and

an absorbent body sandwiched between said backsheet layer and topsheet layer.

19. The article of claim 10, wherein the first article portion and the second article portion each provide respective first and second flap portions, each flap portion having a free end and a fixed end attached to an intermediate portion which interconnects the first and second flap portions; and wherein the article further comprises:

a backsheet layer;

a substantially liquid-permeable topsheet layer; and

an absorbent body sandwiched between said backsheet layer and topsheet layer.

20. The article of claim 10, wherein the fastening system can be used to secure the article in a configuration convenient for disposal.

21. A selectively releasable, interengaging fastening system for a disposable sanitary napkin, the fastening system comprising:

a first fastener component comprising at least a first portion of the sanitary napkin,

the first fastener component including an engagement section having a plurality of substantially non-isotropic engagement members such that the

engagement section has an axis of substantially maximal engagement; and

a cooperating fastener component comprising at least a second portion of the sanitary napkin such that the first and second portions of the sanitary napkin are capable of being joined by movement of the respective components together generally along an attachment direction into an

overlapping and interengaging configuration;

wherein the first fastener component is oriented so its axis of substantially maximal engagement is generally orthogonal to the attachment direction.

22. The fastening system of claim 21, wherein each substantially non-isotropic engagement member has a stem portion with a distal end region and a securement element disposed at the distal end region of its corresponding stem portion.

23. The fastening system of claim 21, wherein the engagement section has an axis of maximal engagement and a generally perpendicular axis of minimal engagement.

24. The fastening system of claim 21, wherein the cooperating fastener component is substantially non-isotropic and includes an axis of substantially maximal engagement.

25. The fastening system of claim 21, wherein the first portion and the second portion of the sanitary napkin each provide respective first and second flap portions, each flap portion having a free end and a fixed end attached to an intermediate portion which interconnects the first and second flap portions; and wherein the sanitary napkin further comprises:

a backsheet layer;

a substantially liquid-permeable topsheet layer; and

an absorbent body sandwiched between said backsheet layer and topsheet layer.

26. The fastening system of claim 25, wherein at least one of the first and second flap portions comprises the cooperating fastener component

27. The fastening system of claim 26, wherein the cooperating fastener component is a nonwoven loop material.

28. The fastening system of claim 27, wherein the nonwoven loop material is a pattern unbonded material.

29. The fastening system of claim 21, wherein the fastening system can be used to secure the sanitary napkin in a configuration convenient for disposal.

30. A sanitary napkin having a pair of end edges, a first longitudinal edge and a second longitudinal edge located between the end edges, the sanitary napkin a selectively releasable, interengaging fastening system comprising:

a first fastener component comprising at least first a portion of the sanitary napkin adjacent the first longitudinal edge, the first fastener component including an engagement section having a plurality of substantially non-isotropic engagement members such that the engagement section has an axis of

substantially maximal engagement; and
 a cooperating fastener component comprising at least a second portion of the
 sanitary napkin adjacent the second longitudinal edge such that the first
 and second portions of the sanitary napkin are capable of being joined by
 5 movement of the respective components together generally along an
 attachment direction into an overlapping and interengaging configuration;
 wherein the first fastener component is oriented so its axis of substantially maximal
 engagement is generally orthogonal to the attachment direction.

31. The sanitary napkin of claim 30, wherein the first portion of the sanitary
 10 napkin is a first wing that extends from the first longitudinal edge of the sanitary napkin,
 the first wing having a fixed end and a free end.

32. The sanitary napkin of claim 31, wherein the first wing comprises the first
 fastener component and the second fastener component.

33. The sanitary napkin of claim 32, wherein the second fastener component is
 15 a nonwoven loop material.

34. The sanitary napkin of claim 33, wherein the nonwoven loop material is a
 pattern unbonded material.

35. The sanitary napkin of claim 30, wherein the second portion of the sanitary
 napkin is a second wing that extends from the second longitudinal edge of the sanitary
 20 napkin, the second wing having a fixed end and a free end.

36. The sanitary napkin of claim 35, wherein the second wing comprises the
 first fastener component and the second fastener component.

37. The sanitary napkin of claim 36, wherein the second fastener component is
 a nonwoven loop material.

25 38. The sanitary napkin of claim 37, wherein the nonwoven loop material is a
 pattern unbonded material.

39. A sanitary napkin having a pair of end edges, a first longitudinal edge and a
 second longitudinal edge located between the end edges, the sanitary napkin including a
 selectively releasable, interengaging fastening system comprising:

30 a first wing extending from the first longitudinal edge of the sanitary napkin and a
 second wing extending from the second longitudinal edge of the sanitary
 napkin, each wing having a fixed end and a free end;
 a first fastener component comprising at least a portion of at least the first wing,
 the first fastener component including an engagement section having a

plurality of substantially non-isotropic engagement members such that the engagement section has an axis of substantially maximal engagement; and a cooperating fastener component comprising at least a portion of at least the second wing such that the first and second wings of the sanitary napkin are capable of being joined by movement of the respective components together generally along an attachment direction into an overlapping and interengaging configuration;

wherein the first fastener component is oriented so its axis of substantially maximal engagement is generally orthogonal to the attachment direction.

40. The sanitary napkin of claim 39, wherein the first wing and the second wing include the first fastener component and the second fastener component.

41. The sanitary napkin of claim 39, wherein the second fastener component is a nonwoven loop material.

42. The sanitary napkin of claim 41, wherein the nonwoven loop material is a pattern unbonded material.

43. A sanitary napkin having a pair of end edges, a first longitudinal edge and a second longitudinal edge located between the end edges, the sanitary napkin including a selectively releasable, interengaging fastening system comprising:

a first wing extending from the first longitudinal edge of the sanitary napkin and a second wing extending from the second longitudinal edge of the sanitary napkin, each wing having a fixed end and a free end;

a first fastener component comprising at least a portion of the first wing and the second wing, the first fastener component including an engagement section having a plurality of substantially non-isotropic engagement members such that the engagement section has an axis of substantially maximal engagement; and

a cooperating fastener component comprising at least a portion of the first wing and the second wing such that the first and second wings of the sanitary napkin are capable of being joined by movement of the respective components together generally along an attachment direction into an overlapping and interengaging configuration;

wherein the first fastener component is oriented so its axis of substantially maximal engagement is generally orthogonal to the attachment direction.

44. The sanitary napkin of claim 43, wherein each substantially non-isotropic

engagement member has a stem portion with a distal end region and a securement element disposed at the distal end region of its corresponding stem portion.

45. The sanitary napkin of claim 43, wherein the second fastener component is a nonwoven loop material.

5 46. The sanitary napkin of claim 45, wherein the nonwoven loop material is a pattern unbonded material.

47. The sanitary napkin of claim 43, wherein at least one wing includes perforation lines adjacent its fixed end to provide quick removal of the napkin by tearing the wing along the perforation lines.

10 48. A selectively releasable, interengaging fastening system for a disposable personal care product, the fastening system comprising:

a first fastener component comprising an engagement section having a plurality of engagement members; and

a cooperating fastener component;

15 wherein the fastening system is adapted to become more interengaged as the disposable personal care product is worn.